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PATENT TRADEMARK OFFICE

Docket No.: 6727/0H449USO

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Amir HERZBERG et al.

Serial No.: 09/625,006

Examiner: K. Abdi

CONFIRMATION NO. 7174

Filed: 7/25/2000

Art Unit: 3621

For: MICRO PAYMENT-BASED ADVERTISING

ASSOCIATE POWER OF ATTORNEY

Hon. Commissioner of
Patents and Trademarks
Washington, DC 20231

Sir:

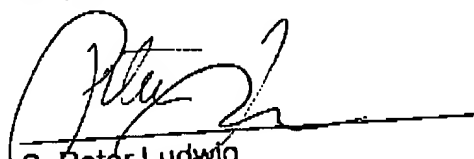
The undersigned attorney of record in the above-identified application hereby
appoints: Daniel Kligler, Esq. (Reg. No. 41,120) at Sanford T. Colb & Co., 4 Shaar Hagai, P.O. Box

2273, Rehovot 76122 ISRAEL, with full power to prosecute said application, and to transact all business in the United States Patent and Trademark Office in connection therewith.

Please forward all communications to:-

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Respectfully submitted,


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Dated: April 24, 2003

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